

NATIONAL PARKS and  
Conservation Association  
1701 Eighteenth Street, N.W.  
Washington, D. C. 20009

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Dedicated to the preservation  
of the total natural environment

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*YOU are the key to the solution  
of our environmental ills. Will you help?*



**NATIONAL PARKS** *and Conservation Association*

1701 Eighteenth St., N.W., Washington, D. C. 20009

Tel: (202) 667-3352



# The "ABC's" of Effective



Know-how, imagination and foresight make the NPCA the Nation's most respected and successful environmental organization.

**YOU HOLD THE KEY TO SURVIVAL.** Not the government; not industry; no one but you.

For not one step will be taken to solve our critical problems of air and water pollution, overcrowding and desecration of our natural environment unless **YOU INSIST** on it.

You can be most effective by uniting your voice with other members of a powerful, aggressive environmental organization like the National Parks and Conservation Association.

Now in its 51st year, the NPCA is an independent, non-profit, tax-exempt organization with an impressive history of accomplishments.

The NPCA organized the powerful coalition which beat the Everglades jetport.

The NPCA led the fight against dams which would have destroyed Grand Canyon.

The NPCA has been successfully opposing destructive damming of the Potomac River.

The Officers and Trustees of the National Parks and Conservation Association include the most respected names in conservation—men who have devoted their professional lifetimes to saving the natural environment. These men not only know what needs to be done, but how to get it done.

Because of their knowledge, imagination and foresight, the NPCA has grown to nearly 48,000 members and has the strongest, broadest environmental program in existence today.

We invite you to participate in this program.



Your best way to "get involved" is to support these NPCA programs for **COMPREHENSIVE** conservation.

- Clean water.
- Pure air.
- Protection of National Parks and Monuments.
- An end to pesticide, fertilizer, and herbicide.
- Stabilization and reduction of the two-child standard.
- Sensible transportation to alleviate congestion.
- City open space and "urban gardens."
- Ecological forestry management.
- World wildlife protection, including marine mammals.
- Protection of endangered trees and plants.
- Worldwide agreement to abandon supersonic transport aircraft.
- Step-by-step public hearings on the proposed Alaska pipeline.
- Preservation of shorelines, rivers, and wetlands.
- Restoration of roadside beauty.
- Opposition to current strip mining and land restoration.



# e Environmental Action



This is how the NPCA operates  
to carry forward its objectives  
and represent its members.

**EDUCATION.** Through special reports and articles in its official magazine, the National Parks and Conservation Association keeps its members informed on major issues.

**GOVERNMENT.** The NPCA works closely with administrative and executive branches. NPCA representatives meet with officials in the office of the President and with department and bureau heads, as well as with cabinet officers and agencies.

**PLANNING.** The NPCA retains a staff of technically competent consultants who provide creative work for government in planning for environmental protection.

**PUBLIC HEARINGS.** NPCA representatives often are invited to present expert testimony before Congressional committees. This involves detailed studies and explanatory maps.

**LEGAL ACTION.** Resort to the Courts has been an effective way for the NPCA to force enforcement of laws relating to environmental pollution and the public good.

**THE MAGAZINE.** NPCA members are among the best-informed environmentalists in the country because the official magazine is not just a "nature book," but one of the world's most highly respected journals of conservation.

**MEMBERSHIP.** The NPCA is solely dependent upon the voluntary contributions of its members, and continuing membership growth insures steady expansion of its programs.



## 12 ISSUES packed with photographs, nature and conservation information

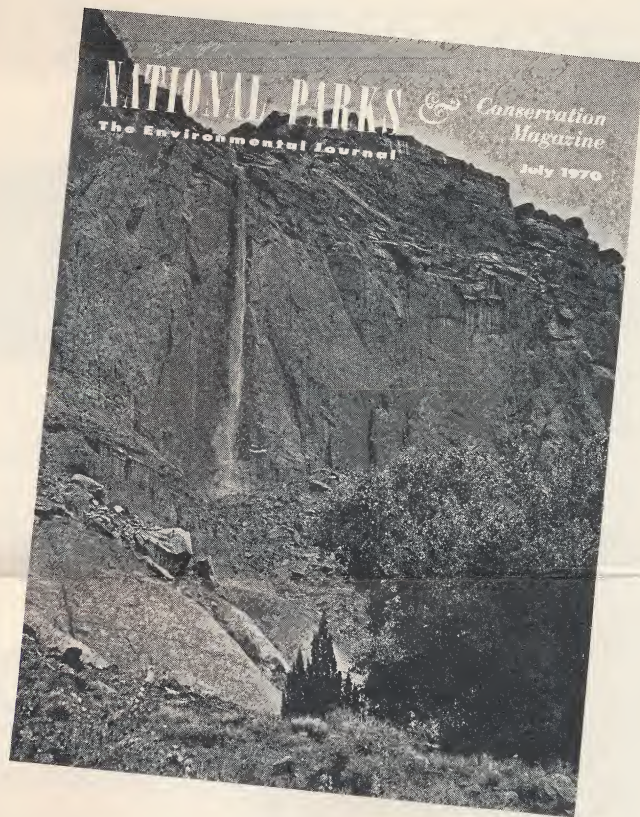
The National Parks & Conservation Magazine: The Environmental Journal reflects the NPCA's concern with every major conservation issue of the day.

As a member, you will receive the Magazine every month.

More than a "nature magazine," it is one of the world's most authoritative conservation journals and is considered to be "the conservationist's conservation magazine."

A regular feature is the editorial page, which states the Association's position on vital environmental issues. You'll like its pull-no-punches approach. It is without doubt the conservation movement's hardest-hitting page of opinion.

You'll also find reprints of important private and governmental reports, book reviews, informative stories on wildlife, forests, riverways and seashores, plus illuminating articles on urban problems, pollution, population and recreation.



Newly expanded, the magazine is beautifully illustrated in black and white and color with photographs by leading photographers.

You'll soon see why it is a powerful voice in conservation and why most members keep their copies for permanent reference.

## You get all of these MEMBERSHIP BENEFITS

- OFFICIAL MEMBERSHIP CARD verifies your right to all membership privileges.
- NATIONAL PARKS & CONSERVATION MAGAZINE will come to you monthly for a year.
- SPECIAL STUDIES and reprints of important articles are free of charge.
- A WORLD-WIDE TRAVEL PROGRAM is sponsored for members to share through special tours with a conservation orientation.
- THE NPCA REFERENCE LIBRARY is yours to use should you wish to visit Washington headquarters.

### SCHEDULE OF MEMBERSHIPS

Dues in excess of \$8 per year and contributions are deductible from Federal taxable income. Bequests are deductible for Federal estate tax purposes.

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**YES**

I'm with you in your efforts to preserve, protect and expand our natural environment for our own and future generations. My check for dues, including a year's subscription to National Parks & Conservation Magazine, The Environmental Journal, is enclosed.

Dues in excess of \$8 per year and all other contributions are deductible from Federal taxable income. Bequests are deductible for Federal estate tax purposes.

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Dear Friend of the Environment:

On the reverse side of this letter is an editorial from a recent issue of the NATIONAL PARKS & CONSERVATION MAGAZINE. It states the position of the NPCA on the population crisis.

For many years the NPCA has been concerned with the problem. Today it is an important part of our "Comprehensive Conservation" program.

We consider it so vital to the future of mankind that we recently added to our staff of professional consultants one of the world's leading authorities on population.

Robert C. Cook is a distinguished expert on population, genetics and heredity. Listed in Who's Who in America and American Men of Science, he is the author of "Human Fertility: The Modern Dilemma" and is Past President of the Population Reference Bureau. Formerly Managing Editor of the "Journal of Heredity" and professorial lecturer in genetics at George Washington University, he is a Fellow of the American Association for the Advancement of Science.

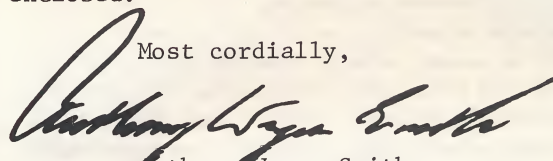
In a recent article in the NPCA Magazine, Mr. Cook wrote: "The threat of impending doom is so pervasive, so serious, that there are loud cries of alarm from many quarters. Explosive and still-uncontrolled population growth is threatening catastrophe. The desecration of the earth threatens to poison or smother us even before we breed ourselves into extinction."

This, we believe, tells it like it is!

If you, like us, are concerned about the consequences of overpopulation; if you want to do something about controlling our most serious threat to survival, then we're your kind of environmental organization, and you're our kind of member.

We have a vast and expensive educational task ahead of us. Your support is vital to its success. Won't you join us today? A postage-paid membership application is enclosed.

Most cordially,



Anthony Wayne Smith  
President and General Counsel

P.S. Your membership carries with it a year's subscription to the monthly NPCA Magazine which keeps our nearly 48,000 members informed of what their Association is doing about all of our environmental ills.

## TELL A FRIEND

If you now are an NPCA member, please excuse the duplication and pass this along to a friend. Eliminating duplicate names is prohibitively expensive.



# A Population Strategy

Controversy, within the limits of nonviolence, verbal or physical, no doubt often is stimulating. Recent disputes between advocates of voluntary and compulsory methods of population stabilization may be welcome in that perspective. But more light and less heat would be better.

President Nixon's message to Congress last summer on population growth was a major contribution to national population policy. His deference to religious convictions and personal freedoms necessarily will mark the course of any responsible governmental action. To characterize voluntarism in that sense as insanity, as happened in one discussion, is not helpful.

We called long ago in these pages for the stabilization and eventual reduction of population. We have argued that the net rate of population increase should be reduced to zero or less; that the normal maximum number of children per woman should be two or less (at the mortality level in the United States); that the result would be stabilization (the stabilization rate being 2.2 in the United States), and eventually a slow reduction to a more salutary level.

Assuming these goals, which more and more people recognize as desirable, the question arises, how to proceed?

That the government can and should provide the instructions, materials, facilities, and services needed by 5 million indigent women in the United States for voluntary family planning is obvious; no doubt such aid will be accepted with gratitude. Beyond that, however, we have had recent experiences in this country with relatively well-to-do people who thought they had special license to add to the population above the two-child norm because they could afford it.

Basically, the answer lies in setting up strong social norms; first of all, the standard of no-more-than-two children per woman. This is a standard with which no interference can be accepted, whether because people think they can afford it or because they pride themselves on having good qualities to transmit to offspring. The implementation of such norms is primarily a social, not a governmental, process. Nor is society without powerful instruments at its command. The task is educational in the sense that the opinion-makers—the teachers, social workers, doctors, and religious leaders—have a duty to inculcate an understanding of goals and a sense of responsibility among their clients.

We are dealing with the powerful engines of the super-ego; with the self-disciplinary powers of society, regardless of government, which reside in the transmissions of culture from generation to generation; with the deep-seated unconscious ancestral and parental controls without which society disintegrates; with conscience, transmitted as a social force; and with conscience also as the innate vital spark of personal growth.

Against the disciplinary powers of social pressure, once a clear and simple norm of good conduct has been established, personal anarchy and license cannot prevail. The question mainly is whether the world's teachers in all the professions will assume their obligations and help to establish a universal moral standard for voluntary and responsible parenthood.

No doubt there are concrete cultural and economic problems to be solved. One of the absurdities of the present impasse is paternal pride in procreation; a pathetic aspect is the sense of maternal obligation to multiply. Social psychologists and cultural anthropologists must be enlisted to help social workers cut paths through these confusing jungles of tradition. High birth rates, of course, are fostered by economic insecurity in rural-handicraft countries; men must have sons to support them in old age. Worldwide economic aid programs should encourage modern social security systems.

Theological doctrine may not be the barrier it often is thought to be. Such doctrine does not necessarily conflict with a commandment against proliferation; it treats of methods, not goals.

Governments can help by adjusting fiscal policies to encourage small families. The possibilities of deductions, exemptions, and bonuses in taxes are obvious; the disadvantages are that children in large families may be penalized along with the parents.

Governments also must sponsor and fund the educational work, which must be normative, not merely informational, and must set goals and standards. Part of the personal obligation of citizens is to support such government policies.

The two-child standard will produce a slow decline; some families will fall below the norm. Moreover, because modern medicine has largely terminated natural selection in the human species for the present, there may be a growing concern with harmful variations. People with known defects, gaining understanding, may refuse to transmit them; an additional reduction factor thus will be introduced. In fact, what could well happen in the next few decades would be that an increase to a peak, followed by a slow decline of population, might lead to reaction. Something of this kind seems to be taking place in Japan at present. Effective education is needed as a safeguard against hysteria.

The generation gap must be used for constructive purposes. Call the insurgent impulse Oedipus conflict, territorial imperative, or personal growth, as you please; if it emerges as the will to assume full-grown responsibility, and not merely to destroy, it can be a powerfully creative force. It is the main hope for revolutionary change in totalitarian regimes, and against stagnation in democratic societies.

In that sense, among others, it is the youth of this nation and of the world who hold the key to survival. Whether men starve, smother, poison, or fight themselves into extinction—and drag all other life on this planet with them into oblivion—will depend in large part on what the oncoming generations do about family size. Quite obviously, these generations now have a choice; it is the young people as parents who will exercise this choice.

—A.W.S.